

MEMO



**To : ADMINISTRATION COMMITTEE
BISMARCK OBANDO, CHAIR
RAHIM HASSANALLY, MEMBER**

Date: October 6, 2017

From : DAWN KINDEL

Subject: ANNUAL UPDATE CONCERNING THE USE OF THE BOARD'S WEBSITE

The Board has requested an annual update concerning the utilization of its website.

Board staff monitors the website traffic on a monthly basis and makes content revisions as needed throughout the year. Visitors to the site can subscribe to board publications, make document requests and view all public documents provided at board meetings.

Staff from the Department of Motor Vehicles ("DMV") maintain and update the site with direction from Board staff. DMV provides the Board with a team of web technicians who provide us with a high level of customer support.

The chart below shows a comparison of the top 10 pages that were viewed during visits to the website during 2015/2016 and 2016/2017.

	Website Pages	2015/2016 Annual Hits		Website Pages	2016/2017 Annual Hits
1	Home Page	12,368		Home Page	14,910
2	Mediation	2,504		Mediation	2,989
3	Forms	1,231		Search	2,340
4	Search	837		Forms	1,114
5	Protest Statutes	776		Meetings and Agendas	877
6	Protests	752		March 2017 Board meeting	779
7	Board Members	668		Protests	762
8	Final Protest Decisions	636		Statutes	751
9	Meeting Agendas	604		Board Members	717
10	FAQs	511		Protest Decisions	648

In addition to these statistics, the members of the Board asked for information on the use of the Google Translate feature as well as the number of phone calls that the Mediation Program receives.

The Google translate feature went live in late December 2016, and allows visitors to have the Mediation section of the website translated into over 100 languages. Statistics show that very few people are using this feature. Over the six month period from January 2017 to July 2017, this feature was used less than 20 times. The most requested language was Spanish, followed by Chinese. As always, non-English proficient consumers who call the Board's offices can speak with a Board staff member via a translator in practically any language.

During FY 16/17 the Board's mediation program received 1,015 calls which was 328 more than the previous year.

This matter is for information only. If you have any comments or questions, please contact me at (916) 323-7201.

cc: Ramon Alvarez C., President